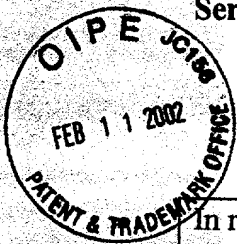


Serial No. 09/917,792

PATENT

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | |
|---|--------------------------|
| In re Application of: Alan D. Gould et al. | Docket No.: 50442.010200 |
| Serial No.: 09/917,792 | Art Unit: 2163 |
| Filing Date: July 31, 2001 | Examiner: Unassigned |
| Title: Computerized System and Method for Increasing the Effectiveness of Advertising | |

RESPONSE TO NOTICE OF INCOMPLETE REPLY (NONPROVISIONAL)

Honorable Assistant Commissioner for Patents
Washington, D.C. 20231

COPY OF PAPERS
ORIGINALLY FILED

Dear Sir:

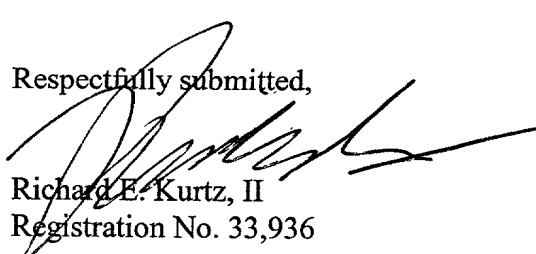
In response to the Notice of Incomplete Reply mailed January 3, 2001, Applicant encloses the following:

- 1) 111 Sheets of Substitute Drawings having appropriate margins in compliance with 37 CFR 1.84
- 2) Copy of Notice of Incomplete Reply

Applicant claims Small Entity Status and has paid previously for a 1-month extension of time. Applicant requests another month's extension of time in which to respond. Please charge the difference of \$145 (\$200 less \$55 previously paid for) to Deposit Account No. 50-0653.

The Commissioner is hereby authorized to credit any overpayment or charge any deficiencies to Deposit Account No. 50-0653.

Respectfully submitted,


Richard E. Kurtz, II
Registration No. 33,936

Greenberg Traurig
1750 Tysons Boulevard, 12th Floor
McLean, Virginia 22102
703-749-1330

Filed: January 9, 2002

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS
BEING DEPOSITED WITH THE UNITED STATES POSTAL
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COMMISSIONER FOR PATENTS, WASHINGTON, D.C. 20231,
ON January 9, 2002
BY Richard E. Kurtz, II

UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov

| APPLICATION NUMBER | FILING/RECEIPT DATE | FIRST NAMED APPLICANT | ATTORNEY DOCKET NUMBER |
|--------------------|---------------------|-----------------------|------------------------|
| 09/917,792 | 07/31/2001 | Alan D. Gould | 50442.010200 |

22191
GREENBERG-TRAURIG
1750 TYSONS BOULEVARD, 12TH FLOOR
MCLEAN, VA 22102

CONFIRMATION NO. 9535

FORMALITIES LETTER



OC000000007262214

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Date Mailed: 01/03/2002

NOTICE OF INCOMPLETE REPLY (NONPROVISIONAL)

Filing Date Granted

The U.S. Patent and Trademark Office has received your reply on 12/18/2001 to the Notice to File Missing Parts (Notice) mailed 09/10/2001 and it has been entered into the nonprovisional application. The reply, however, does not include the following items required in the Notice.

The period of reply remains as set forth in the Notice. You may, however, obtain EXTENSIONS OF TIME under the provisions of 37 CFR 1.136 (a) accompanied by the appropriate fee (37 CFR 1.17(a)).

A complete reply must be timely filed to prevent ABANDONMENT of the above-identified application.

The application is informal since it does not comply with the regulations for the reason(s) indicated below.

The required item(s) identified below must be timely submitted to avoid abandonment:

- Substitute drawings in compliance with 37 CFR 1.84 because:
 - drawing sheets do not have the appropriate margin(s) (see 37 CFR 1.84(g)). Each sheet must include a top margin of at least 2.5 cm. (1 inch), a left side margin of at least 2.5 cm. (1 inch), a right side margin of at least 1.5 cm. (5/8 inch), and a bottom margin of at least 1.0 cm. (3/8 inch);

*A copy of this notice **MUST** be returned with the reply.*

Customer Service Center
Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE